



WINTER & HOLIDAY PLANNING GUIDE: Location Strategies for Q4



**BOOST CAMPAIGN EFFECTIVENESS WITH
THE POWER OF REAL WORLD BEHAVIOR**

WELCOME TO FACTUAL'S Q4 HOLIDAY PLANNING GUIDE!

The way people behave in the real world can be the most powerful signal for understanding who they are and what they want.

This guide will give you unique targeting ideas to reach the right people based on real-world insights and boost your Q4 campaign performance.

- Reach families with disposable income, influential millennials, and more
- Influence consumers on the most important shopping days of the year
- Align your messaging with desirable consumer mindsets, to drive influence and action



OUR STRATEGIES IN THIS GUIDE WORK BEST WITH:

geopulse
fueled with factual.


Audience

Build highly customizable, mobile-first audiences to target users based on where they go in the real world.

geopulse
fueled with factual.


Proximity

Reach consumers on the move with highly customizable geofencing based on where they are located in real-time.

TRY THEM OUT!

Tips for Geopulse Audience are marked in **| Green.**

Tips for Geopulse Proximity are marked in **| Blue.**

Have questions? We have answers. [Contact the Strategy Team](#)


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HALLOWEEN RECOMMENDATIONS


Halloween is the perfect time to reach consumers with the disposable income to spend on costumes, candy, and carousing.

FESTIVE FAMILIES

Move beyond basic demographic targeting segments. Target families based on real-world behavior to cut through the clutter.


 Reach consumers who visit family-friendly Halloween events, like pumpkin patches, harvest festivals, Six Flags Fright Fest, and other **theme park** events.


 Reach consumers who have recently been seen shopping at **costume shops and party stores**, like Spirit Halloween Superstores and Party City.


 Use Factual's Geopulse Proximity solution to geofence family-friendly Halloween events and reach consumers in a family-fun mindset.


SOCIAL MILLENNIALS

Looking to reach influential millennials with strong social circles? Quality location data can help.

 Reach consumers who have visited **haunted houses** (like the Lizzy Borden House and The Whaley House), **escape rooms**, and **ghost tours** in the past year.

 Reach consumers who have recently been seen shopping at adult-themed costume and gift stores, like Hot Topic and Spencer's Gifts.

 Reach consumers who visit places in Factual's **beer, wine and spirits** or **bars and hotel lounges** place categories.

 Reach consumers in a celebratory mindset by using Factual's Geopulse Proximity solution to geofence adult-themed Halloween events.

Did you know:

Visitors to Costume Shops are 33% more likely to be Family Travelers.

33%

more likely



Did you know:

Factual has data on 422 ghost tours and 415 haunted house venues across the US.

422

ghost tours

415

haunted houses




HOLIDAY LEISURE TIME

End of the year holidays are the perfect time to reach consumers indulging in a little extra leisure time.



HOLIDAY MOVIE GOERS



Halloween kicks off the holiday movie-going season. Real-world behavior can help you find movie enthusiasts likely to be interested in the newest release.

-  Reach users seen at **movie theaters** during weekends when popular horror films are released.
-  Reach users seen at **movie theaters** during weekends when popular Christmas films are released.
-  Use Factual's Geopulse Proximity solution to geofence **movie theaters** on opening weekend.



HOLIDAY TRAVELERS

Reach people during one of the busiest travel times of the year.

-  Reach Thanksgiving travelers with Factual's ready-to-use **family travelers** or **holiday travelers**.
-  Use Factual's Geopulse Proximity solution to geofence **airports, rental car companies, and hotels** during the week of Thanksgiving, Christmas, or other year end holidays.


Did you know:

People who enjoy snow sports are 56% more likely to be **health food shoppers**.

56% more likely

WINTER ACTIVITIES

Target people before they hit the slopes and while they're on the snow.


-  Reach outdoor enthusiasts by targeting retail locations in our **sporting goods** category, or specific store fronts like REI, Patagonia, and Peter Glenn.
-  Use Factual's Geopulse Proximity solution to geofence places in our **snow sports** and **ice skating** place category, or specific snow resort locations like Breckenridge and Park City.


THANKSGIVING RECOMMENDATIONS


November kicks off the season of giving with a myriad of opportunities to reach celebration hosts, Thanksgiving travelers, and more.

THANKSGIVING ENTERTAINERS

Influence consumers as they prepare to entertain large groups during the Thanksgiving holiday.


 Reach consumers prepping for Thanksgiving entertaining by targeting visitors to cookware and housewares retailers like Sur La Table and Williams Sonoma.


 Use Factual's Geopulse Proximity solution to geofence the areas around places in our **beer, wine and spirits** place category, or specific chains like Bevmo.

 Use Factual's Geopulse Proximity solution to target visitors to **catering** locations, **grocery stores**, and specialty food stores like **butchers, cheese, and dessert shops**.

DIETARY PREFERENCE SEGMENTS

Whether you're targeting vegans or paleos, real-world behavior can help you tailor your advertising to their tastes.

 Target consumers who frequently visit places in Factual's **vegan/vegetarian restaurants** or **farmers' markets** place categories.

 Reach people who regularly visit **butchers, steakhouses**, or places in Factual's **meat and seafood** place category.

 Use Factual's Geopulse Proximity solution to target specific grocery store chains, like Whole Foods and Trader Joe's, during the weeks before Thanksgiving.

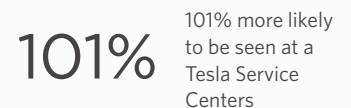
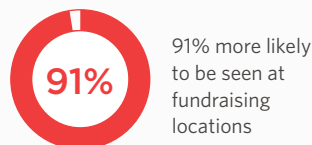
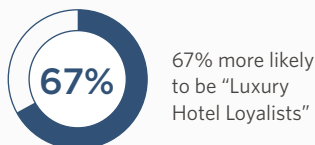
SOCIALLY CONSCIOUS CONSUMERS

Thanksgiving is one of the busiest volunteer days of the year. Location data can help you reach these altruistic consumers.

Reach affluent, socially-minded activists by targeting high-HHI consumers who visit **food banks** or other **charities & non-profit** locations during Thanksgiving.

Use Factual's Geopulse Proximity solution to geofence **charities & non-profit** locations and reach consumers in a giving mindset in real-time.

PEOPLE SEEN AT CHARITIES & NON-PROFITS ARE...




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HOLIDAY GIFT SEASON RECOMMENDATIONS

Just like presents, Holiday Shoppers come in all varieties. Catch shoppers as they hunt for the gifts at the top of everyone's wishlists.

BLACK FRIDAY SHOPPERS

Influence consumers at the start of the holiday gift-giving season during the biggest shopping day of the year.

 Target consumers seen shopping during Black Friday weekend last year at **shopping centers, big box stores, and major retailers.**


 Use Factual's Geopulse Proximity solution to reach consumers near your store locations in real time on Black Friday.


HOLIDAY SHOPPERS ARE...

- 28% more likely to be Activewear Shoppers
- 27% more likely to be Luxury Fashion Shoppers
- 27% more likely to be Golfers

BRAND LOYALISTS


Deliver tailored ads to your customers to drive repeat visits, cross-sell, and upsell with location data.


 Reach brand loyalists by targeting consumers who frequently visit your branded locations with Geopulse Audience.

 Deliver upsell/cross-sell ads to shoppers browsing in your stores in real-time.

COMPETITIVE CONQUESTING

Conquest your competitors' customers with smart location-based strategies.


 Target and convert frequent visitors to competitive locations with Geopulse Audience.


 Use recency filters to reach your competitors' lapsed customers.




THOUGHTFUL GIFT-GIVERS

For many gift-givers, it's the thought that counts. Get your ads in front of consumers who appreciate artisanal, one-of-a-kind offerings.

 Target consumers seen shopping at small, local retailers during Small Business Saturday last year.


 Reach consumers who recently visited a place in **vintage and thrift** or **antiques** retailers.


 Use Factual's Geopulse Proximity solution to reach visitors to **arts and crafts** or **cards and stationery** stores in real-time.



HOLIDAY DEAL SEEKER SHOPPERS


Reach consumers looking to maximize value.


 Reach consumers who were seen shopping at **outlet malls** or **discount and value-focused retailers** — like Dollar Tree, T.J. Maxx, Ross, or Big Lots — during last year's holiday shopping season.


 Use Factual's Geopulse Proximity solution to reach shoppers at Walmart, Target, or other major retailers in real-time.

AFFLUENT SHOPPERS

Capture the attention of shoppers looking to splurge on luxury items for their loved ones.


 Factual's ready-to-use **luxury goods shoppers** and **luxury fashion shoppers** segments make it easy to target high-income shoppers in one click.


 Target shoppers recently seen at high-end retailers like Bloomingdale's, Neiman Marcus, and Saks Fifth Avenue.

 Use Factual's Geopulse Proximity solution to geofence areas around affluent shopping locations like Rodeo Drive.

LAST-MINUTE SHOPPERS

Leverage real-time targeting to capture last-minute spend during the week before Christmas and on Super Saturday.

 Conquest your competitors' customers by targeting visitors to competitive locations in real-time with Factual's Geopulse Proximity solution.

 Reach shoppers in real-time while they are in close proximity to your stores.

Tip:

Factual's ready-to-use Geopulse Audiences includes over 475 place categories and over 270 branded chains.

Place Categories	Brand Shoppers	Behavioral Segments
Cards and Stationery	Apple Store	Holiday Shoppers
Jewelry and Watches	Barnes & Noble	Big Box Shoppers
Shopping Centers	Adidas	Eco-Friendly Shoppers
Gift and Novelty	GameStop	Holiday Deal Seeker
Toys	Kay Jewelers	Electronics Shoppers


Find these segments and more in your preferred DSP or DMP. Or contact Factual's Location Strategy Team for help — at no additional charge.


YEAR END AUTO RECOMMENDATIONS


Winter is a busy time for auto shoppers and owners alike. Real-world behavior can help you target auto shoppers gearing up for year-end sales, or reach owners in need of winter maintenance.

IN-MARKET AUTO INTENDERS & SHOPPERS

Smart auto shoppers know that Q4 is the best time to buy a new vehicle. Influence their decisions with smart targeting.

 Reach consumers actively considering and testing new vehicles. Factual's over-the-weekend auto shoppers segment reaches consumers seen on auto lots during the previous weekend.

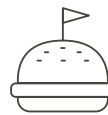
 Use Factual's ready-to-use in-market auto intenders audiences to reach consumers shopping for specific car types, including Eco-Friendly Cars, Luxury Cars, SUVs and Crossovers, or Trucks.

 Use Geopulse Proximity to target visitors to auto dealerships in real-time.

FACTUAL'S GLOBAL PLACES DATA INCLUDES ALL MAJOR AUTO BRANDS:

Acura	Honda	Mercedes
Audi	Hyundai	Mitsubishi
BMW	Infiniti	Nissan
Buick	Jaguar	Porsche
Cadillac	Jeep	Scion
Chevrolet	Kia	Subaru
Chrysler	Land Rover	Tesla
Dodge	Lexus	Toyota
Fiat	MINI	Volkswagen
Ford	Mazda	Volvo

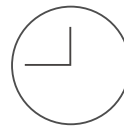
The Journey to the Dealership...



EAT
27% of consumers seen at auto dealers visit restaurants before




SHOP
21% of consumers seen at auto dealers visit retail locations before




TEST DRIVE
Auto shoppers spend an average of 45 mins on dealer lots.

WINTER CAR MAINTENANCE

Reach people taking the extra steps to keep their automobiles running smoothly this season.

 Reach consumers who have recently visited locations in the **automotive maintenance and repair** category.

 Reach consumers recently seen at branded locations like Advance Auto Parts, Pep Boys, and Sears Auto Center.



GET STARTED

You can find Factual's ready-to-use audiences in your preferred DSP or DMP, any time.

HAVE QUESTIONS?

Let our experts help.

Factual's Location Strategy Team is always ready to help with planning and targeting recommendations at no additional cost.

What is the Location Strategy Team?

The Location Strategy Team is a value-added resource for you. It's a team of neutral, location experts whose job is to provide ideas and services to help you meet your campaign goals... all at no extra cost!

How does this work?

Easily. Just shoot us a note!

Our common services include:

- Strategic guidance for specific verticals, brands, or target audiences.
- Targeting recommendations tailored to specific campaigns and KPIs.
- Custom audience design and deployment.

Please reach out. We are here to help!